### Pre-Production: Planning

**MESSAGE:**
- Plan what you are going to say
- Make sure your message has a clear, beginning, middle, and end
- Use the structure of a sentence

**CALL TO ACTION:**
Make sure your video has a clear “Call to Action” (CTA), e.g.:
- Donate now
- Join today
- Exercise everyday

**TOPIC:**
Stay on topic: If it’s an exercise video, make it be about exercise, and nothing else

**LENGTH:**
Keep your video short

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### Production: Filming & Recording

**LOCATION:**
- Choose a setting that fits your topic or theme, e.g. “From the desk of...”; “By the pool,” etc.
- Make sure your location matches the tone of your planned topic

**LIGHTING:**
Film in the brightest spot in your location, but do not place the light or window behind you

**RESOLUTION:**
Film at the highest resolution possible

**ORIENTATION:**
Unless you’re making an Instagram story, film horizontal (like your TV)

**SOUND:**
Film in a quiet location without background noise

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### Post-Production: Editing

**EDIT:**
People’s attention spans are shorter than you think. Stick to the point

**MUSIC:**
Music helps set the tone (but DON’T USE COPYRIGHTED MUSIC)

**IDENTIFY:**
Identify everyone on screen—you make know the speakers, but your audience may not

**CAPTIONS:**
People watch videos on mute, on their phones—add captions so they’ll stop scrolling and watch.

**VOICEOVER:**
Consider adding a voiceover to keep the momentum and storyline flowing

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### Post-Production: Sharing

**POST YOUR VIDEO:**
No matter where you post your video, title the file and add a description

**NAME YOUR VIDEO:**
Add an accurate and clear title:
- GOOD EXAMPLE: “5 Core Exercises You Can Do at Home from the (Your JCC Name)”
- BAD EXAMPLE: “Exercise Vid 3”

**ADD A DESCRIPTION:**
Add an accurate and clear description: Make sure to include your JCC name, and don’t forget to Identify everyone on screen

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For questions or more information contact Ben Golden at b.golden@jcca.org.